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THRU THE GREEN

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THRU THE GREEN

From The President

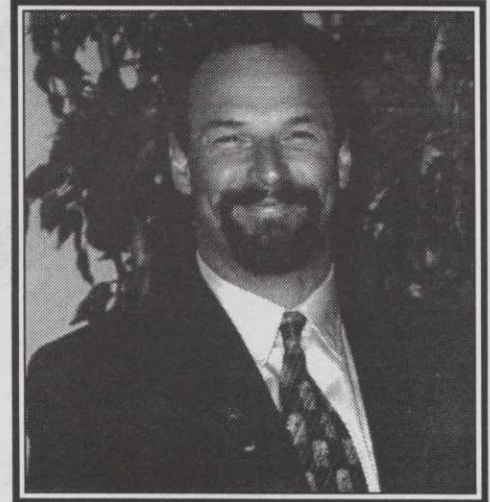
Thank you Joe Rodriguez, CGCS. Again Joe answered the call for help. He was able to pull together another event at Rossmoor. Behind the scenes, few of us are aware of how much haggling took place before Joe was called. As usual, he responded in the most positive of ways. Thanks for hosting another meeting. I know I enjoyed the course, the format and the chance to talk with people I don't see often enough.... Any of this sound familiar about meetings?

Congratulations also to Craig Kilcoyne and Steve Franzen for putting the event together and more importantly all the sponsors and participants. Without all of these extra efforts much of what we do as an association would be eliminated. Look for the sponsor list and take a moment to say thanks to those who donated.

Terry Grasso has been in contact with a junior group in Alameda that can use our help. We will be scheduling a day or meeting when we will be collecting golf related items for the kids to use. It's a very similar program to what GCSAA did at the National tournament a few years ago. We hope it can increase our exposure through Greg Crawford's efforts, clear out some things we haven't used in a while and most importantly... benefit the future of the game. Look for more information in the next few months.

There is a planning meeting scheduled for September 1 to evaluate the progress of the Media Program and put together strategies for the remaining 16 months of our contract with Greg. I hope you have seen an increase in exposure. It has been little steps so far but moving in the right direction. Any comments on what has taken place? Anything in particular to work toward in the future?

I will be attending the GCSAA Chapter Delegates meeting in September. The primary discussion item will be member standards. Gary Carls, CGCS is working with GCSAA to have a member of the



Dave Davies, CGCS

resource group attend a meeting and do a presentation. This will be done in all the affiliated chapters for the purpose of getting the information out and getting feedback.

Finally.... Most of us saw the PGA championship on TV. I'm sure we read at least one quote on course conditions and that led to some type of opinion on the person quoted. There were a number of postings on the GCSAA website on the subject. Remember something... we profess to be the experts on golf course maintenance. It is easy to sit in the background and complain. It's also easy to have an opinion about something you don't know much about. We have a difficult job but it is one we chose voluntarily. If you want to educate people about what you do, the responsibility starts with you. Tell people your story without complaining how hard it is. Get others involved in what you do and remember... **YOU ARE THE EXPERT!!!!**

Have a great rest of the summer and we'll get together at Spring Valley. ↗

Quick Quote

"Pay absolute attention to the efforts for achieving a goal rather than getting distracted by the goal itself."

— Unknown —

Office Notes

By: Barbara Mikel

Hope you enjoyed the Rossmoor Scholarship Research Tournament. Golf seemed to move along nicely. Lunch was great! I had to leave early so Randy Gai was beneficiary of my raffle tickets and I passed along that bequest to me by Dave Davies. Well, Dave and I came up empty handed but when the tickets floated into Randy's hand, they just seem to turn to gold! (Or was it green?) Guess that's what we get for leaving early (4:00 PM)!

Each year we get support from an array of vendors, club pros, superintendents, and club officials. It seems to be no matter how hard we try we miss someone along the way. This year it was my turn to "out" Jeff Jones from Bay Irrigation and Turf Supply. Jeff has been an energetic supporter of the association since joining in 1995. Jeff, Sorry about leaving you off the "yellow thank you list"!

Craig Kilcoyne and Steve Franzen, the affiliate reps for this event definitely get a "Thank you" from me for shouldering so much of the work for this tournament. Special thanks to Toni Kilcoyne for her "extra helpful" presence! Toni has been around for the last two tournaments and Craig even enlisted the help of his in-laws for the event! ♣

Sunnyvale GC and Dr. Harivandi to Hold Ryegrass Trial

A perennial ryegrass variety evaluation trial is set to be installed this fall at the Sunnyvale Golf Course. The purpose of the trial will be to determine the most suitable perennial ryegrass varieties for use in Northern California. This research will be particularly timely given the rapid progress of the new and devastating ryegrass disease, Gray Leaf Spot. Gray Leaf Spot has decimated perennial ryegrass stands throughout the mid-continent of the United States. The trial will enable researchers to collect valuable information for superintendents about varietal disease tolerance, as well as environmental suitability. Evaluations, ratings, and analysis of the turf plots will be done by Dr. Harivandi and his research associates. The project is scheduled to run for four years.

Superintendents Curtis Black and Chris Gose are seeking volunteers to help with the installation of this very beneficial trial. If you can lend a hand, please contact Chris at (408) 730-7625. ♣

Naumann's NorCal News

Vince Keats is the new superintendent at Napa Valley Country Club. Vince was the assistant in charge of the Cliffs Course at the Olympic Club prior to his move. He is replacing **Ray Leyland** who will be the Branch Manager for Sierra Pacific Turf Supply in Napa....**Scott Bowers** has left Greenhorn Creek Golf Club to become the superintendent at Black Point GC in Marin County. Black Point is a new golf course now under construction.....

1999 Scholarship Applications

GCSANC scholarship application forms for 1999 are being sent to university professors and turfgrass programs throughout Northern California. Scholarships are available to deserving turfgrass and ornamental horticulture students either from or attending school in Northern California. This year's deadline for applications is November 5th. Scholarships will be awarded at the Annual Meeting in January. For an application or for more information, please contact Ken Williams, CGCS or Barb in the office.

Terry's Tournament Tips

September 1999

By Terry Grasso

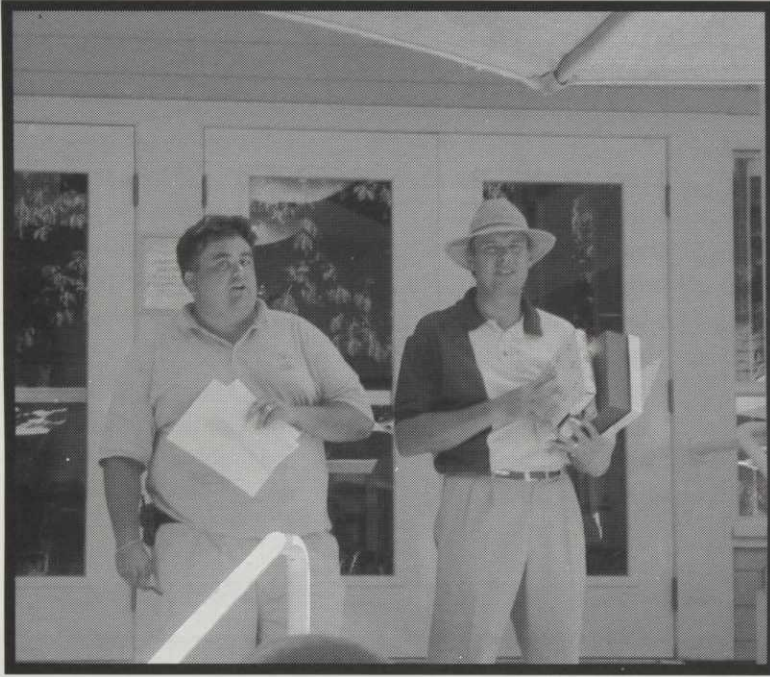
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Tournament Co-Chairmen Craig Kilcoyne and Steve Franzen present the awards.



Host Supt. Joe Rodriguez, CGCS chats with Rod Kilcoyne.

Scholarship Tournament A Success (even without Blake Swint!)

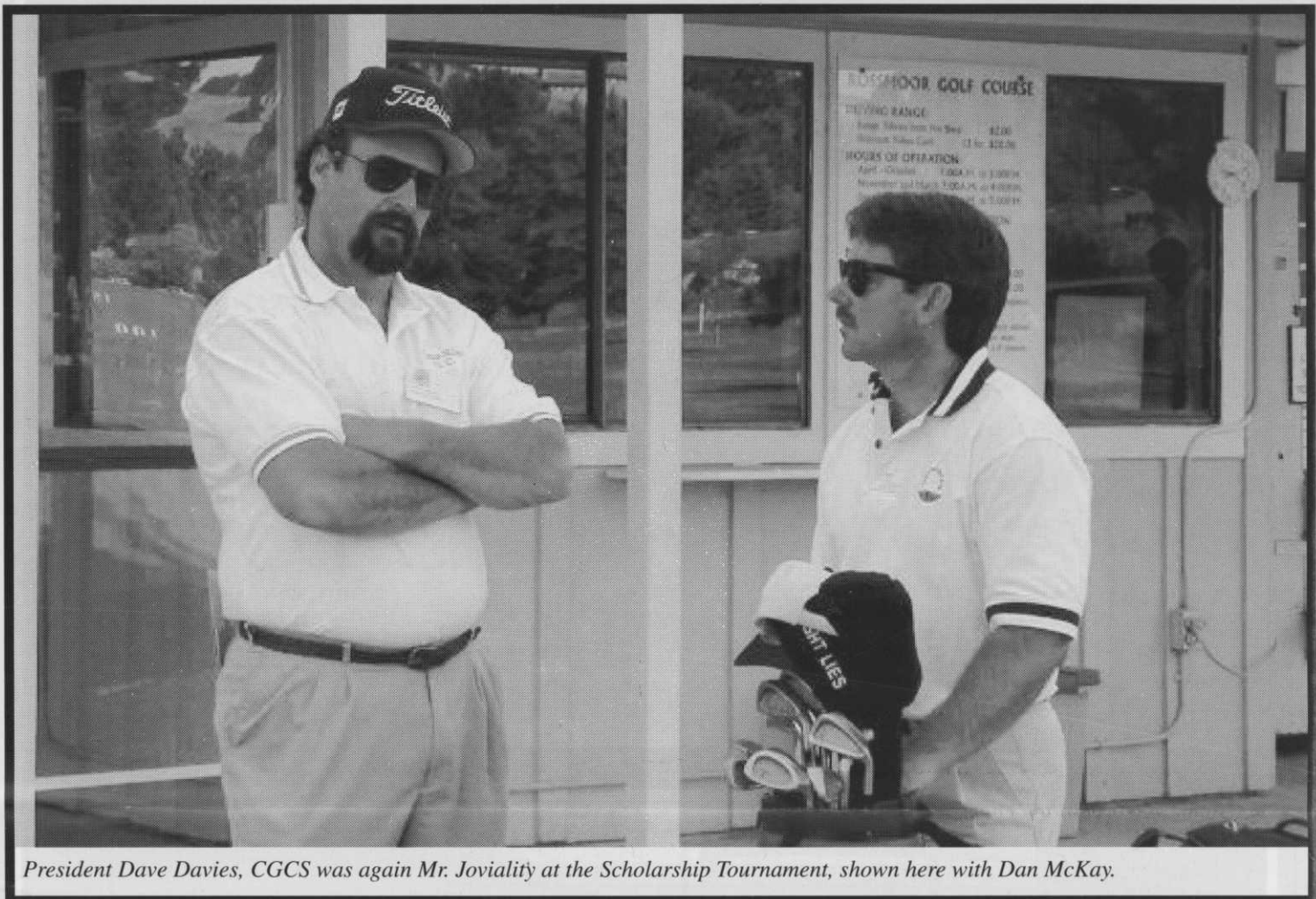
A big thanks go out to Affiliate Reps Craig Kilcoyne and Steve Franzen for running the Scholarship & Research Tournament at Rossmoor. They spent numerous hours behind the scenes putting together this worthy event. Host Superintendent Joe Rodriguez, CGCS, Phil Laret and staff had the course shining for the event. Their hard work was evident on the Stanley Dollar Ranch Course as nearly every tee had been rebuilt! The raffle/auction portion of the tournament went well due to the numerous generous donations provided by GCSANC members. It is the donations that make it possible to raise the funds needed for the GCSANC scholarship and turfgrass research programs. Thanks to everyone who helped out with the event!

(A list of supporters will follow next month.)



Rex Gentry, Jeff Shafer, and Kevin Eppich are all smiles at the Scholarship Event

THRU THE GREEN



President Dave Davies, CGCS was again Mr. Joviality at the Scholarship Tournament, shown here with Dan McKay.

1999 Aquatic Weed School

The University of California Weed Resource and Information Center is presenting the 1999 Aquatic Weed School October 6-7 at the Heidrick Ag History Center in Woodland. The school is designed for those involved in consulting, research, and management of aquatic weed systems. The meeting will be limited to the first 80 participants. For more information, contact Nancy Muller at the Weed Research and Info Center at (530) 752-7091 or go to their web site <http://wric.ucdavis.edu/>

Great Links: All about MapQuest

MapQuest is a popular interactive service that allows users to find specific locations, obtain driving directions, and create and save personalized maps. In fact, you may have already seen MapQuest on the sites of other well-known organizations, such as the National Geographic Society, AAA, Reader's Digest, and numerous yellow page directories.

GCSAA will be linking to Mapquest's site from the education section to help members find regional seminar venues. Armed with the location information from your confirmation letter, you'll be able to get driving directions from your home or course to your seminar, print a map and choose your own route. The MapQuest site also features a good FAQ section, details about mapping, instructions for using MyMapQuest to create personalized maps, and special tips for AOL users.

You'll find MapQuest at:
<http://www.mapquest.com>

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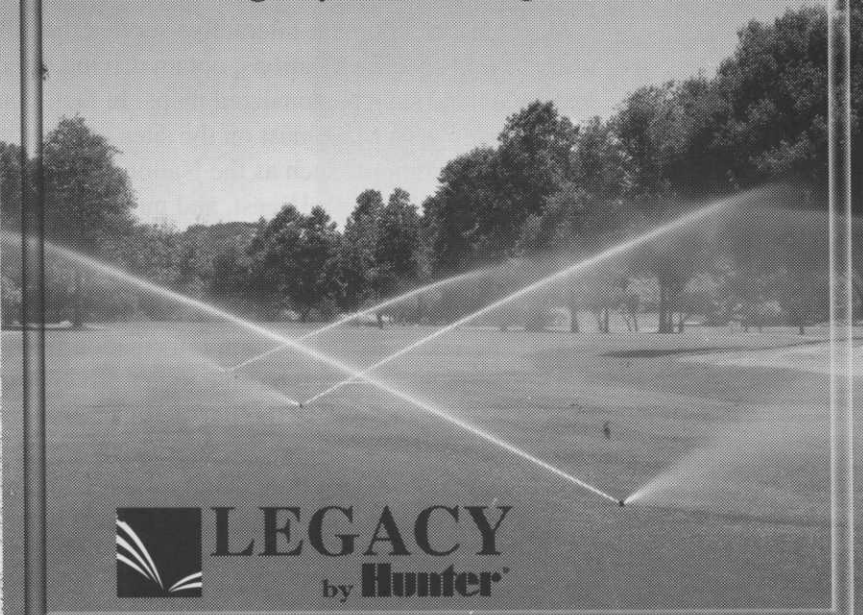
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Jerry Berrow, The Pied Piper of Alameda

The GCSANC is encouraging donations to benefit Junior Golf. The Board has agreed to ask GCSANC members to donate what they can; new or used equipment, money, or time; to a worthwhile junior program. The association will select a charity and will look to present donations at the December meeting. The following article describes one outstanding junior program right here in the heart of the Bay Area.

Jerry Berrow loves kids. The father of five and grandfather of nine operates the Junior Pro Shop at the Chuck Corica Golf Complex in Alameda. The Junior Pro Shop is not your typical golf shop. It is an 8' x 40' former shipping container with a sign nailed to the front door that reads: "All golf items are for juniors only, and are available to them at no cost on a need basis."

Around the Alameda golf complex, everyone regards Berrow as "the Pied Piper." Says Norma Arnerich, president of the Junior Golf Club, "I think he just has a love for the children." Since 1970, Berrow has been collecting broken and used golf clubs from around the complex. After mending them and cutting them to youth size, he distributes the refurbished clubs to youths who want to play golf but don't have the proper equipment. "I did it because the kids needed them," said Berrow about his devotion to getting the discarded golf equipment into the hands of youth. His passion

for the game shows when he states, "We have the greatest sport ever conceived, one ostensibly, of great poise and dignity, honesty and humility. The game is much touted for all these qualities, which has for the most part treated kids shabbily."

Last year Jerry issued equipment (and a smile) to 584 kids out of his shop at Chuck Corica. All he asks in return is that the kid comes around once in a while and help keep the shop neat and organized. He has received donations from Callaway, Spalding, and Mizuno. Even the PGA of America has been grateful enough to donate grips.

"The typical kid is not affluent enough to purchase golf equipment, nor to maintain it. They will go through three to six shoe sizes alone over an eight year period," says Berrow. "It is my express intent to provide clubs, clothing, equipment, and club maintenance to any kid in the world who asks for it."

When things were simpler, money wasn't much of a problem for Berrow. But since his shop has grown in popularity, funds and equipment are needed. Phone bills, grips, tape, solvent and other expenses have to be paid for somehow. The Junior Pro Shop has now become practically a full time job for Berrow. Not suprisingly, he loves it. "This is one of the greatest forms of therapy in the world." Thanks to Berrow, today's kids are being properly introduced and actually welcomed into the game of golf. ↗

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Boardroom Briefs

- The program for the 1999 Institute in Santa Rosa has been finalized. Topics will include Poa and bentgrass greens management and the role of organics in turf management programs. Speakers will include Dr. Larry Stowell of PACE Consulting and Dr. Eric Nelson of Cornell University. A sponsor for the program is still being sought. If interested, please contact Gary Carls, CGCS or Dr. Ali Harivandi.
- The educational topic for the Spring Valley meeting will be the use of the triploid grass carp in Northern California. Speakers are hoped to include past CGCSA President Jim Husting, CGCS and Marty Muschinske of the California Department of Fish and Game.
- The Annual Meeting will be held January 17 or 18 at the newly renovated Palo Alto Golf Course by outgoing President Dave Davies, CGCS.
- The Treasurers Report showed the association operating on budget for the year.
- The Membership Directory is undergoing final revisions and proofing. It will be sent out on the completion of printing.
- There was discussion on permitting an affiliate vote on the board. Currently, the affiliate representatives fill an advisory role.
- The board approved two cost savings measures. Membership certificates will now be issued in place of plaques and membership cards will be formatted so that a sticker can be issued for renewals.
- Terry Grasso presented an opportunity for the association to donate to junior golf. He outlined the program of Jerry Berrow at the Chuck Corica Golf Complex in Alameda. Terry felt that superintendents could easily donate to this worthy junior program while receiving positive PR in the process. Jerry Berrow's program will be outlined in the newsletter and donations will be sought prior to the December meeting.
- The board agreed to meet to evaluate the Media Tournament and to critically analyze the Media program. The meeting will allow the board to set goals and define objectives for the program in the upcoming year.

Web Tip - Cleaning out your temporary Internet files

Optimizing your Internet browser can make your surfing adventure much more efficient. Both Internet Explorer and Netscape Navigator store copies of the web pages you visit on your computer. Depending on your browser, these are referred to as "temporary Internet files" or "cache." Having these pages stored in your memory speeds up the downloading process on your next visit. However, if you don't periodically clean them out, they can slow down your system and prevent you from viewing the most current material on a website.

Internet Explorer users should start by going to the "view" menu and selecting the "Internet options" tab. In this area, you'll find the option to delete your temporary Internet files. Netscape users should go to the "options" menu and then select "network prefer-

ences." Next, go to the "cache" tab, where you will find the options to "clear memory cache" and "clear disk cache." If you perform both these functions, it will clear all the temporary files in the cache.



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WHEN IT MATTERS.

From The Media Director

By Greg Crawford

It is easy for any media director to have some degree of success when your dealing with a great product. So far from what I have seen, the GCSANC has many great products.

The golf courses at the recent US Amateur received rave reviews from all players. Congratulations to the work of Ted Horton, Eric Johnson and Mark Michaud and their entire staffs. The work they put in for the tournament should make all golf course superintendents proud. The golf course condition received many comments of praise in the media and related publications.

It is my firm conviction that when work is produced like this, every golf course superintendent benefits and the profession is looked at in a positive light. Not everyone is able to get their name in the newspaper. But like everything else, positive press on the profession has an instant trickle down carryover.

I also once again would like to congratulate Brad Langley and his staff for their efforts during our media day in July. The comments both during and after the event were extremely positive and once again has a positive impact on the entire profession.

Keep up the great work and keep supporting the GCSANC. /

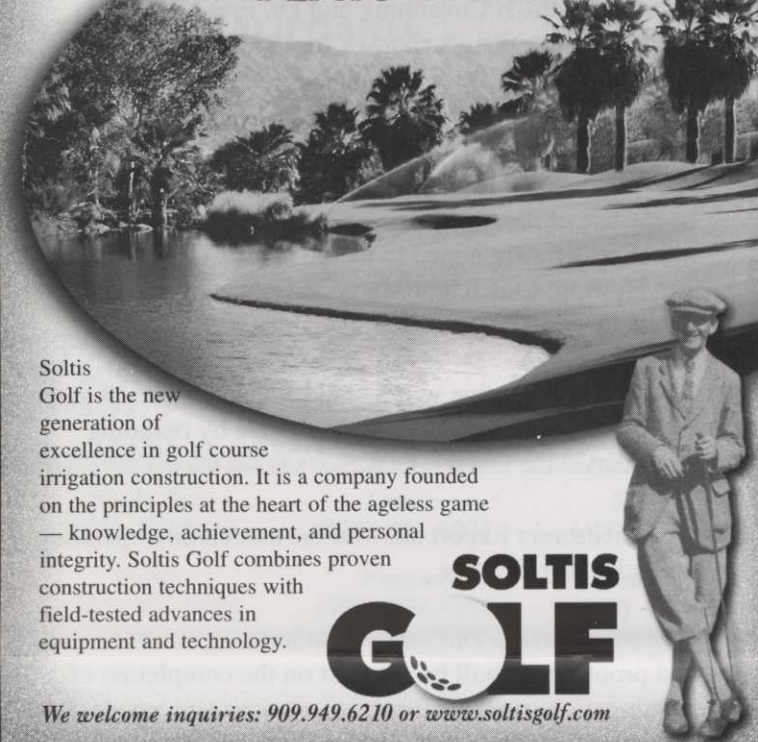
Lopez To Receive Old Tom Morris Award

LPGA great Nancy Lopez has been named GCSAA's Old Tom Morris Award winner for her lifelong support of the game. The award presentation will take place on Friday, Feb. 18, during the Golf General Session at the conference and show. In addition to her 48 wins on the LPGA Tour, Lopez has also been inducted into the World Golf Hall of Fame and has received the USGA's Bob Jones Award for her distinguished sportsmanship in golf.

Food For Thought

"The difference between a big shot and a little shot is that a big shot's just a little shot that kept on shooting."

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